

Jefferyi Magtubo

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Work Experience

Marketing Coordinator - Focumon (Jan 2024 - Present)

- A productivity app inspired by the Pokémon franchise where users can collect 100+ monsters as they stay focused. My marketing efforts increased the user base to 20,000+ users.
- Executed targeted paid advertising campaigns on Instagram, Facebook, and Google to attract new users.
- Designed and executed targeted email marketing campaigns to engage audiences and drive customer acquisition.
- Created compelling copy and design of website and paid ads, to increase traffic and enhance user experience.
- Updated and maintained website content using a CMS, ensuring accuracy and consistency.
- Managed and analyzed customer data using a CRM to identify trends and opportunities for personalized outreach, automate workflow, and improve team efficiency.
- Leveraged analytics, A/B testing, and data to inform marketing efforts.
- Managed social media presence, designing and creating engaging posts/reels for Instagram.
- Collaborated with influencers/organizations to enhance brand awareness and attract new customers.
- Authored blog posts with optimized keywords to expand audience reach.
- Managed the online community, regularly engaged with users, and responded to questions and inquiries.

Skills

Digital marketing, Content Marketing, SEO, Blog Marketing, Video Marketing, Social Media, Instagram, Google Analytics, Microsoft Suite, Google Search Ads, Word, Excel, Powerpoint, Canva, Adobe Premiere, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Web Development, WordPress, HTML, CSS, JavaScript, A/B Tests

Education

University of Houston, TX - B.A. in Media Production, Marketing Minor (Sept. 2019 - Dec. 2023), GPA: 3.9

- Jack J. Valenti School of Communication. Minor in Marketing. 3.9 GPA. Received the Academic Excellence Scholarship.
- Dean's List: Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021, Fall 2022, Spring 2023.

Certifications

Hubspot - Digital Marketing, SEO, Social Media Marketing & Email Marketing

- Completed comprehensive video courses covering digital marketing, content marketing, SEO fundamentals, blog marketing, video marketing, SEO, keyword research, link building, reporting, and social media strategy.